

E3 video game trade event adds sideshow for players

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Attendees watch trailers for games from Japanese video game developer Square Enix at the E3 Electronic Entertainment Expo in Los Angeles, California on June 18, 2015

Organizers of trade-only Electronic Entertainment Expo (E3) video game extravaganza on Monday announced the addition of a side event open to players.

Free tickets to E3 Live were available online at www.e3live.com, with those lucky enough to get them promised shots at playing new titles, trying virtual reality play and meeting game industry personalities.

E3 Live will take place in a venue close to the Los Angeles Convention Center where the E3 trade show will be taking place on the same days—June 14 through June 16.

"Tickets are going fast for #E3Live," show organizers said in a tweeted message from an @E3 account.

"A sell out is expected."

The annual E3 trade event in Los Angeles has served as a high-energy venue where [game](#) makers [show](#) off new titles, consoles and accessories and explore partnerships or other deals.

The Entertainment Software Association, which runs E3, has been working to bolster the event's status as the industry and play styles broaden beyond consoles to smartphones or tablets.

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